

- Effectively represents the interests of their ward or parish.
- Fulfils and enacts any statutory requirements of an elected member of the council.
- Actively and constructively contributes to good governance.
- Actively encourages community participation and citizen involvement in the work of the council.
- Encourages people to take up their roles of active and engaged citizenship.
- Knows and has contact with key local stakeholders.
- Represents the council to the community, and the community to the council, using all appropriate means.
- Is a channel of communication for the ward or parish and ensures constituents are informed of services available; decisions that affect them and the reasons for those decisions.
- Develops and maintains a working knowledge of organisations (including principal councils) operating within the area which have an impact on the wellbeing of both the community and the council as a whole.
- Deals with constituents' enquiries and representations fairly and without prejudice.
- Carries out case work for constituents and represents their interests, or enables the constituents to take action to deal with the matter themselves.
- Identifies and works with local 'hard to reach' and under-represented groups to ensure their views can be identified.
- Contributes to the formation of the council's policies and plans by active involvement in council meetings, committees and working parties.
- Undertakes appropriate training and development to help fulfil the requirements of the councillor role.
- Acts as the council's representative on outside bodies, and reports back on their activities.
- Champions the causes which relate to the interests and sustainability of the council's area and campaigns for improvement in the quality of life of those living in, working in, or visiting the area.

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